

# PATENT ABSTRACTS OF JAPAN

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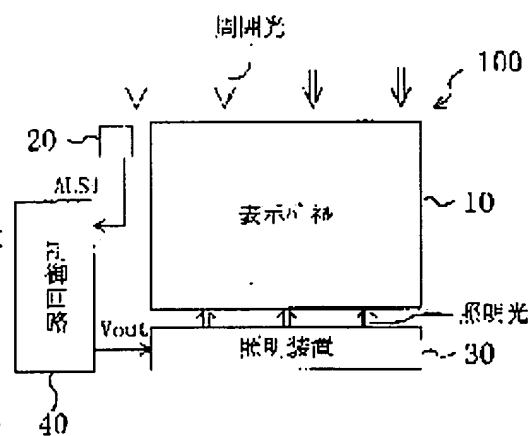
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## (54) DISPLAY DEVICE

### (57)Abstract:

PROBLEM TO BE SOLVED: To provide a display device which enables to maintain display quality of a satisfactory level under various environments where the intensity of ambient light differs, and is low in power consumption.

SOLUTION: This display device is provided with a display panel 10 which enables the display using at least the ambient light, a photosensor 20 which detects the intensity of the ambient light which is made incident from an observer side to the display panel 10, an illuminator 30 which emits illuminating light for display to the display panel 10 and a control circuit 40 which is connected with the photosensor and the illuminator. The control circuit 40 controls the intensity of exit light of the illuminator 30 in accordance with the predetermined relation that the higher the intensity of the ambient light is, the lower the intensity of the illuminating light is, according to the intensity of the ambient light detected by the photosensor 20.



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